

TECHNIQUES FOR TARGETING INFORMATION TO USERS

ABSTRACT OF THE DISCLOSURE

Techniques for providing relevant information to a user based on information or documents accessed or viewed by the user. The relevant information is provided automatically to the user without requiring user input. The information provided to the user is selected from information provided by various content provider systems. The present invention uses several techniques to determine relevancy between the contents of the document accessed by the user and between the information provided by the content provider systems. The relevancy information is used to select information to be provided to the user.

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